

“FURIOSA: A MAD MAX SAGA” – AD/PUB

CONSULTATION (Ad Campaign/Distribution)	1. VRP 2. George Miller (Director/Producer)
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LOGOS	
AV (upfront logos)	AV END CARD & PRINT (bug logos & copyright lines)
<ul style="list-style-type: none">• WB	<ul style="list-style-type: none">• WB (far right)• Kennedy Miller Mitchell (far left)• Soundtrack Album on WaterTower Music (inside right)

LEGAL LINE(S) on worldwide ads
<ul style="list-style-type: none">• IF AN AD IS SO SMALL THAT LOGOS BECOME UNREADABLE, remove logos and add: © 2024 Warner Bros. Ent. All Rights Reserved• IF THE ABOVE WB LEGAL LINE IS UNREADABLE ON SMALLER ADS, use the shorter WB legal line instead: © 2024 WBEI

MPA RATING on domestic ads

Once the film’s MPA rating has been accepted, it must appear on all DOMESTIC ads.

RATING BRICK



RATING BUG



- Each TV spot (except spots that are 10 seconds and less) also must state the film rating audibly as follows:
“Rated R”
- Radio spots shorter than 30 seconds and for any distribution of a film, other than its theatrical release, must state:
“Rated R”
- Radio spots 30 seconds or longer must state:
“Rated R. Under 17 Not Admitted Without Parent”

WAIVERS SECURED

- **Advance/ Teaser One Sheet Waiver**
- **DGA Form of Credit waiver for George Miller**
- **Billboards and Bus Sides outdoor waiver**
 - **Up to 3 names and likenesses on billboards and bus sides**

ARTWORK REQUIREMENTS

CREDIT and LIKENESS COMBINATIONS

**George Miller’s “Film By” credit is tied to title*

- Anya Taylor-Joy, Chris Hemsworth
- Anya Taylor-Joy, Chris Hemsworth, any cast

TALENT	ARTWORK CREDITS	ARTWORK LIKENESSES	AUDIO MENTIONS
George Miller	<ul style="list-style-type: none">• “Film By” credit tied to title	<ul style="list-style-type: none">• <i>n/a</i>	<ul style="list-style-type: none">• “Directed By” credit tied if any other individual is credited in domestic radio spots, trailers and TV advertising 20 seconds or longer (30 seconds if international)
Anya Taylor-Joy	<ul style="list-style-type: none">• Tied to any other cast• 1st position• Before artwork title if any other cast is• Excludes series ads; equal number of series ads	<ul style="list-style-type: none">• Tied to any other cast• Excludes series ads; equal number of series ads	<ul style="list-style-type: none">• <i>n/a</i>
Chris Hemsworth	<ul style="list-style-type: none">• Tied to any cast in paid or excluded ads• 2nd position• On the same line as any other cast• No less than 25% of artwork title and no smaller than any other cast• Excludes series ads; equal number of series ads	<ul style="list-style-type: none">• Tied to any other cast in paid ads• Size no less than any other cast (can’t appear larger than “Furiosa”)• Excludes series ads; same number of series ads	<ul style="list-style-type: none">• Tied to any cast in paid or excluded ads• 2nd position

APPROVALS / LIKENESS / BTS

LIKENESS APPROVALS

George Miller - 1 pass
Doug Mitchell - 1 pass
Anya Taylor-Joy - 2 passes
Chris Hemsworth - 3 passes - **key art/magazine cover re-approval rights**
Tom Burke - 2 passes
Josh Helman - 2 passes - key art re-approval rights
Lachy Hulme - 1 pass

BTS APPROVALS

George Miller
Anya Taylor-Joy
Chris Hemsworth
Josh Helman
Lachy Hulme

CLEARANCE ISSUES

MUSIC CLEARANCE:

- Email WBPMusicClearance@warnerbros.com for a current list of cleared & restricted Cues (e.g. scores, songs, sound designs)
- Cues from the feature, including original songs and visual vocals, are heavily restricted
- Cues may NOT be used in any contests, giveaways, station IDs, co-branded or co-promotional materials without prior approval from Home Office
- Cues may NOT be stripped from finished materials for use in other materials without prior approval from Home Office

CONTENT CLEARANCE:

NOT Cleared:

- Various audio clips in the opening of film “911, what is your emergency,” “Why are you hurting these people...” “Oil Wars,” “We are killing for Guzoline,” etc.
- Imagery & Footage appearing in “Waste Town” wars sequence with voice over, “Eyes for eyes, teeth for teeth, rage fueled by grief.”
- Mannequin head on handlebars of Demntus motorcycle featured for four (4) seconds; mid background for fifteen (15) seconds.



- Fury Road Reuse clips.

PENDING Clearance (requires review by IP Counsel):

- JRL Motorcycle and dialogue, “The original JRL cycle’s lucky seven was powered by a seven cylinder regular aircraft engine with a swept capacity of two thousand eight hundred cc’s, a hundred and ten horse power, a hundred and sixty thousand...” which is explained to Dementus in the movie.

“FURIOSA” – AD/PUB GUIDELINES

- Wunderwax plate on Enforcer’s belt buckle



- Actual Norton, Mack, Ringfeder, and other 3rd party wordmark/branding on modified vehicles in the movie.
- Use of Flying Rig Designs utilizing 3rd party propeller cage products during the war rig action sequence.
- Hand painted Bowl



- BMW logo on Dementus’ motorcycle.



Cleared:

- Guardian of Gastown ring (**OK FOR IN-CONTEXT ADS**)



- Use of Valiant & Volkswagen Wordmark/Branding on modified vehicle that Furiosa drives to bullet farm. **(May not appear in still advertisements including but not limited to one sheets and online materials).**
- Use of Bentley Coup Vehicle modified with actual branding driven by Furiosa at the end of the movie. **(May not appear in still advertisements including but not limited to one sheets and online materials).**

LEGAL LINE(S) ON CATALOG / RE-RELEASE CONTENT

COPYRIGHT

- **Key Artwork:** The copyright lines detailed on page 1 should appear on the campaign’s marketing materials
- **Film Photography (i.e. production/unit still or film screengrab):** Use the film’s copyright line
 - Stills are considered motion picture photography, which is different than the advertising campaign artwork that our teams create
 - If the original copyright cannot be added on the image, as an alternative, accompany the image with “Courtesy of Warner Bros. Pictures”
- **Promo & Premium Items:** Use Consumer Products’ copyright lines

YEAR OF COPYRIGHT LINES

- Any artwork (old or new) associated with a new release date, new copy, new text, or treatment will require a copyright line with the CURRENT YEAR.
- **Film Photography:** Film legal lines (as opposed to marketing’s legal lines) should appear in conjunction with still photographs in the event that those stills are not part of the promotional artwork.
- **Promo & Premium Items:** If the asset is a promotional or useful item, a copyright line with NO YEAR is OK to use.

BILLING BLOCK / LEGAL LINE GUIDELINES

Billing Blocks typically appear on the following materials:

- Main one-sheet
- Media promoted screen ads
- Premiere invites & screening tickets
- Outdoor ads
- Online webpages
- In-theater standees
- Video/DVD packaging
- Domestic full-page newspaper, periodical, or magazine ads
- AV (TRAILERS & TV) with personal credit(s) or 3 or more actors (**NON-FULL**)
- INTL newspaper ads (**NON-FULL**)
- INTL film tie-in book covers (**NON-FULL**)
- Domestic ads smaller than a full-page (**NON-FULL**)

ONLY Logos and/or Copyright Lines should appear on the following materials when no billing block is required:

- Outdoor/billboard ads (when/if a DGA waiver is granted to remove the Director credit)
- AV (TRAILERS & TV) material with no personal names, other than 2 Actor credits
- Teaser one-sheets (when/if a DGA waiver is granted to remove the Director credit)
- Commercial tie-ins/by products
- Magazine covers or editorial
- Online ads with limited space
- Publicity/promotional material with limited space

MEDIA / PUBLICITY INVITES

Magazine Covers

Credit should be given for any use of our artwork & should be stated in the CREDITS or ON THE COVER section on the “Table of Contents” page inside the magazine as follows:

On Shelf Magazines:

- ARTWORK COPYRIGHT: © **2024 Warner Bros. Ent. All Rights Reserved** OR
- IMAGE LINE: **Image provided by Warner Bros. Pictures** OR
Image courtesy of Warner Bros. Pictures

Online Subscriptions:

- © **2024 Warner Bros. Ent. All Rights Reserved** OR
- © **2024 WBEI**

Partner-Shared Invites & Screening Communication

Because no media partner can solely “Present” a Warner Bros. Picture, the following language should be used in the heading of partner-shared Invites & screening communication.

“Warner Bros. Pictures invites you to a special screening of...”

“Warner Bros. Pictures and (Name of Media Partner) invite you to a special screening of...”

Any deviation from the above language should be reviewed by TeamChucholowski@warnerbros.com, TeamMaltagliati@warnerbros.com, and/or TeamWalden@warnerbros.com in Home Office.

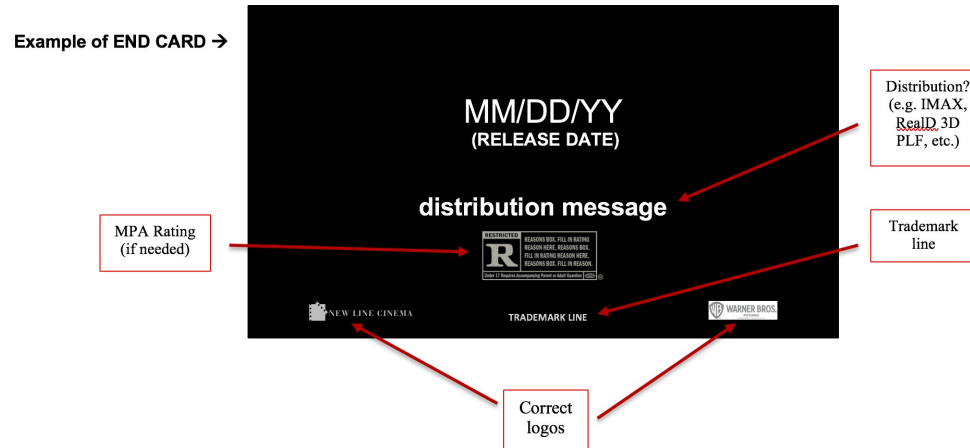


“FURIOSA” – AD/PUB GUIDELINES

AV MATERIAL (Additional Information)

All AV advertising material must include a visual end card with legal info:

- Appropriate logos, copyright, legal notices and rating (if applicable)
- “In Theaters” or call-to-action message with mention of release date



Trailer

- All Domestic In-Theater Trailers must have a green band (or red/restricted) card at the head of the trailer. The rating does not need to appear on trailer end cards.



TV/Digital

- Billing Block credits are required on spots that are longer than :60 seconds.
- Please see WBTVFINISHING@warnerbros.com for final approved TV cards, like the above.

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LEGAL CONTACTS

Credits & Titles:	Marissa Barrick
Project Attorney:	Andreas Becker
Business Affairs Exec:	Dan Furie
AdPub Attorney:	Damon Bonesteel
Theatrical Clearance:	Kevin Janis
WB IP Attorney:	Patrick Perkins
Music Legal:	Raymond Gonzalez

REFERENCES

1. Advertising/Publicity Obligations Memo (08/09/23)
2. Ad Billing Statement (Forthcoming)
3. Clearance & Wrap Memos (Kevin Janus 4/29/22)
4. MPA Advertising Administration (Forthcoming)
5. DGA 2014 Minimum Basic Agreement (extended until 6/30/2020)
6. WGA 2014 Minimum Basic Agreement (extended until 5/1/2020)
7. Studio and/or Industry standard practice